1.
Record Nr.	UNINA9910967690903321
Autore	Tsung Linda
Titolo	Metaphor and intercultural communication / / edited by Andreas Musolff, Fiona MacArthur and Giulio Pagani
Pubbl/distr/stampa	London : , : Bloomsbury Academic, , 2014 London : , : Bloomsbury Publishing (UK), , 2015
ISBN	9781472570468 1472570464 9781472587213 1472587219 9781472593627 1472593626 9781472570475 1472570472
Edizione	[1st ed.]
Descrizione fisica	1 online resource (249 p.)
Disciplina	418.04 401.41
Soggetti	Bilingual education and bilingualism Language policy Linguistic minorities Multilingualism Language acquisition
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	pt. 1. Metaphor in translation -- pt. 2. Universal versus culture-specific aspects of metaphor -- pt. 3. Metaphor, globalization and intercultural communication.
Sommario/riassunto	"Metaphor and Intercultural Communication examines in detail the dynamics of metaphor in interlingual contact, translation and globalization processes. Its case-studies, which combine methods of cognitive metaphor theory with those of corpus-based and discourse-oriented research, cover contact linguistic and cultural contacts between Chinese, English including Translational English and

Aboriginal English, Greek, Kabyle, Romanian, Russian, Serbian, and Spanish. Part I introduces readers to practical and methodological problems of the intercultural transfer of metaphor through empirical (corpus-based and experimental) studies of translators' experiences and strategies in dealing with figurative language in a variety of contexts. Part II explores the universality-relativity dimension of cross- and intercultural metaphor on the basis of empirical data from various European and non-European cultures. Part III investigates the socio-economic and political consequences of figurative language use through case studies of communication between aboriginal and mainstream cultures, in the media, in political discourse and gender-related discourses. Special attention is paid to cases of miscommunication and of deliberate re- and counter-conceptualisation of cliche from one culture into another. The results open new perspectives on some of the basic assumptions of the 'classic' cognitive paradigm, e.g. regarding metaphor understanding, linguistic relativity and concept-construction."--Bloomsbury Publishing.